



WORLD.COM  
Public Relations Group

# Worldcom PR Tips

## Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

After the buzz of CES 2025, we take a look at Tech Public Relations and Marketing. The show drove home the messages that storytelling needs to evolve from feature-focused to experience-driven, with immersive content at its heart. Personalization is non-negotiable. Brands must harness AI to tailor messaging and campaigns to individual consumer preferences in real-time.

In this month's Worldcom Public Relations Group newsletter, we bring together insights, strategy and examples for tech marketing. Our partners have provided insights on leadership, audience engagement, working with remote team, and exploring if there is a shadowban on Instagram.

We also bring to you **2024 Focus Report: PR in Central Europe**. This report provides unique insights for the different countries in the region and the public relations industry.



## Tech Public Relations and Marketing

This year, CES 2025 did not disappoint. It showcased groundbreaking tech innovations that hint at where the industry is heading next. It was also a peek into the path for public relations and marketing. From AI-driven solutions to futuristic tech, the focus was clear: personalization, automation, and immersive experiences are the future.

Artificial Intelligence (AI) took center stage with consumer-focused tools for health tracking, AI

companions, and predictive tech that adapts in real-time to user needs. Meanwhile, the building industry products included tech for fully autonomous smart homes. However, it is important to remember that in today's marketplace every new company is a technology company.

With AI and advanced tech flooding every industry, what did the CES show tell us about the PR and marketing approaches? The key takeaway: experience is everything.

**Get insights and strategy on  
Tech**

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## Insights from Experts Around the World

- The Transformative Role of Leaders as Catalysts of Internal Culture
- Campaigns That Reflect and Engage Diverse Audiences
- Strategies for Effective Communication at Mobile World Congress 2025
- PR Checklist: Signs You Need Public Relations
- Communication Strategies for Remote Teams
- Is there such a thing as Shadowban on Instagram?
- Why Traditional and Digital Media Need to Coexist

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Insights**

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## Special Report



### 2024 Focus Report: PR in Central Europe

Focus Report 2024: PR in Central Europe assembles these countries' top PR experts, who share their knowledge and insights including global challenges, AI's impact on content creation and strategy, media consolidation and the decline of traditional journalism.

[Download the Report >](#)

## Don't Miss Other country Insights

In addition to the overall report, we have created some overview trends and insights for the individual countries in Central Europe.

- **Bulgaria**
- **Czech Republic**
- **Hungary**
- **Poland**
- **Slovakia**
- **Turkey**

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## News from Around the Partnership

- True Digital Communications Celebrates 14 Years
- Coyne PR's Wolleon is Honoree in Ragan's 2025 Top Women in Communications Awards
- McDougall Communications' Boyce Appointed President of PRSA Rochester
- The Pollack Group Announces The Big Red Grant
- JBP Host Webinar: Beyond the Inflation Reduction Act
- Pollack Group's imPReSSions Podcast Features Hurni on Topic of Business Book Marketing
- Nuffer, Smith, Tucker Named California Walnut Board and Commission Marketing & PR AOR
- JBP Hosts Webinar on Developing Britain's EV charging network at pace
- Partners make Ragan's 2025 Top Workplaces in Communication List

[Read More Worldcom News](#)

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## Insights from our Experts



## The Transformative Role of Leaders as Catalysts of Internal Culture

Insights from **Realidades S.A.C.**, our partner in Lima, Peru

In a constantly changing business world, organizational leadership faces the challenge of not only taking on the roll of traditional management, but also to be the driving force behind a strong internal culture.

It is the role of driving internal culture that many leader struggle with or assuming a team or employees know and understand the vision. However, when senior leaders don't engage and promote the vision, it could impact the strength of the internal culture.

[\*\*Get Insights about Transformative Leaders >\*\*](#)

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## Campaigns That Reflect and Engage Diverse Audiences

Insights from [\*\*The Pollack Group\*\*](#), our partner in Los Angeles, California, United States

Inclusive campaigns don't just appeal to existing markets; they open doors to entirely new ones. By having an authentic appreciation for and support of diversity, brands attract consumers who share those values.

In a time when people are demanding authenticity and accountability. When companies actually listen to and uplift voices from different backgrounds, they can create work that's not just more interesting but also more impactful.

[\*\*Get tips on creating impactful campaigns>\*\*](#)

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## Strategies for Effective Communication at Mobile World Congress 2025

Insights from [LF Channel](#), our partner in Barcelona, Spain

The Mobile World Congress (MWC) is not only the largest and most influential global event in the connectivity ecosystem, but it's the key meeting point for mobile operators, device manufacturers, technology providers, manufacturers, content creators, and any company interested in the future of technology.

In 2024, MWC has over 100,000 attendees from 205 countries, surpassing both previous years' figures and the organization's own expectations. It's estimated that more than 2,500 journalists from around the world attended the fair.

These figures make that Mobile World Congress a perfect showcase for launching a brand visibility strategy in the media and on social networks. Additionally, considering that 60% of attendees are industry professionals, it's a key moment for networking and brand promotion.

[Discover effective strategies for MWC and Tech events >](#)

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## Communication strategies for remote teams

Insights from [HBI Communication Helga Bailey GmbH](#), our partner in Munich, Germany

Remote working has become the norm, so it is all the more important to stay connected and communicate effectively with each other.

Although good communication is crucial for any business environment, as it a primary need to have a successful remote team. It is easy enough to say communication is important, but what strategies, methods and tools really improve collaboration?

HBI offers practical tips on how to optimize your remote communication.

[Get insights on communications for remote teams >](#)

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## PR Checklist: Signs You Need Public Relations

Insights from [True Digital Communications](#), our partner in Cleveland, Ohio, United States

Public relations (PR) boasts a rich history spanning and serves as a strategic tool for shaping and managing communications. It also helps to manage public perception particularly for a company's external and internal audiences.

Public Relations plays a pivotal role in cultivating brand reputation, nurturing positive connections, engaging audiences, and integrating your marketing endeavors. It stands as an indispensable tool for every marketing department, although not all brands harness its potential.

Take a moment to go over the following PR checklist. If more than one item resonates with your brand, it might be time to consider a PR strategy.

[See if your need Public Relations >](#)

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## Is there such a thing as Shadowban on Instagram?

*Insights from [MC Comunicaciones](#), our partner in Quito, Ecuador*

If you've noticed that your Instagram posts are getting less reach, you've probably heard talk about there being a "shadowban" on the platform. For years, users have speculated about a possible hidden penalty that reduces the visibility of certain content without notification.

However, Instagram CEO Adam Mosseri has repeatedly reiterated that this practice does not exist. So what's really going on?

[Discover Insights about Instagram reach >](#)

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## Why Traditional and Digital Media Need to Coexist

*Insights from [The Pollack Group](#), our partner in Los Angeles, California, United States*

Some of the buzz surrounding 2024 US presidential election campaigns was about the candidates' dueling podcast strategies, and by extension, the impact of "new media" outlets. It was also a rebuke about the waning impact of "legacy media" as a pathway to reach mass audiences.

When it comes to brand communications, the perceived divide between new (digital) media and legacy (traditional) media is not a divide at all. It's not a choice between one or the other. Instead, brands need to understand that the relationship between traditional and digital media is

a complex, interconnected ecosystem.

[See how Traditional and Digital media is intertwined >](#)

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## The Best Careers in PR

*Are you looking to grow your career in PR and communications?*

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take off?**

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PA 2787	PARIS	10:30
LA 026	LOS ANGELES	10:35
SI 1099	SINGAPORE	10:40
MI 5278	MILANO	10:40



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